



*Presenting*  
**LEKTROLITES**

# Magic

AT YOUR  
CIGARETTE TIP

The LEKTROLITE and GLOLITE flameless lighters presented in this booklet represent a great advance over previous lighters of this type.

Unfailingly, with just a puff or two, without spark or flame, they will function indoors and outdoors with equal efficiency.

Flameless lighters are styled in a variety of models to fit every purse—every taste. Some operate from three to six months without refilling, an advantage no other type of lighter can offer.

Women find them particularly desirable because they are odorless, and do not destroy the fragrance of the perfumes in their hand bags.

Men like them because they are compact, wind-proof . . . mystifying.

## STAINLESS SMOKING

Unsightly yellow stains on fingers and teeth diminish with consistent use of a LEKTROLITE or GLOLITE. These stains do not come from nicotine, as is popularly supposed, but from tobacco tars which only the intense heat of a flame can distill. When you use a "cool lighting flameless lighter," these tobacco tars remain inert.

## IDEAL GIFTS

For birthdays, anniversaries, graduations, prizes, or any occasion that calls for a remembrance or a "thank-you." Better still, give one to yourself. It will prove one of your happiest acquisitions.

## FLUID

These lighters operate with LEKTROLITE fluid *only*. Substitutions will damage heating elements and invalidate guarantee. At leading stores everywhere, 25c a bottle. Lektrolite fluid is permitted in the mails in single bottles.

## GUARANTEE

Every lighter featured in this booklet is guaranteed for one year. If it fails to give satisfaction for any reason whatsoever, it will be repaired or replaced upon return to us with 25c to cover handling.





*The Midget* is available in black, red, green, gray, white and yellow, in solids or in combinations. Midget is packed with a bottle of fluid in an attractive gift box—\$1.25.

The *GLOLITE*, twice as large and attractively banded with a bright chrome trim, at \$2.50.

*Facsimile Signatures can be etched on either of these lighters for 25c additional. This individualizes the gift and enhances its value tenfold.*

**GLOLITE**

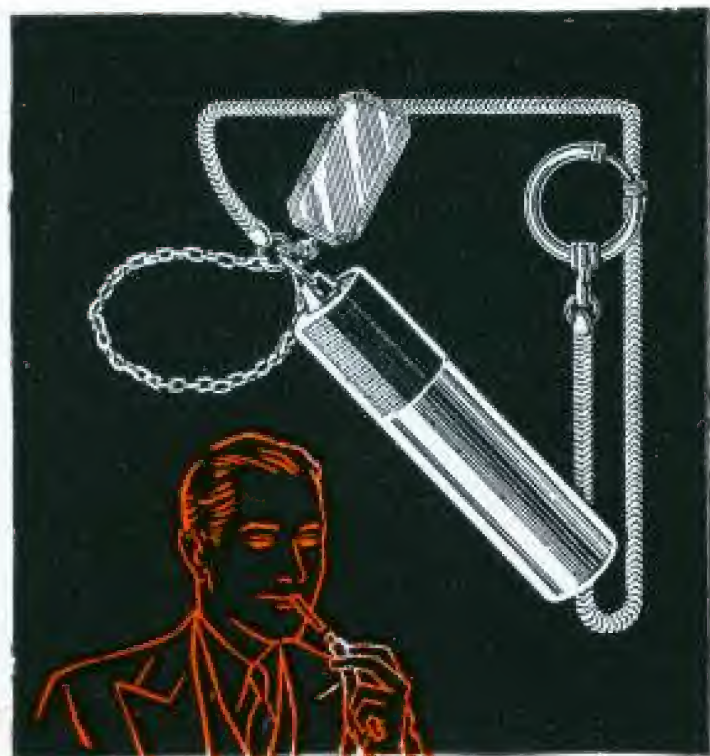


Functionally the same as Glolite, this lighter is furnished in an all-metal casing with baked enamel finishes of red, green, black, or engine-turned rhodium. It is packaged in a presentation box with small vial of fluid. An elegant gift for important occasions . . . . . \$5.00

*Gold Plate, Sterling, and Solid Gold casings can be made up to order at very moderate increase in cost.*

**LEKTROLITE**





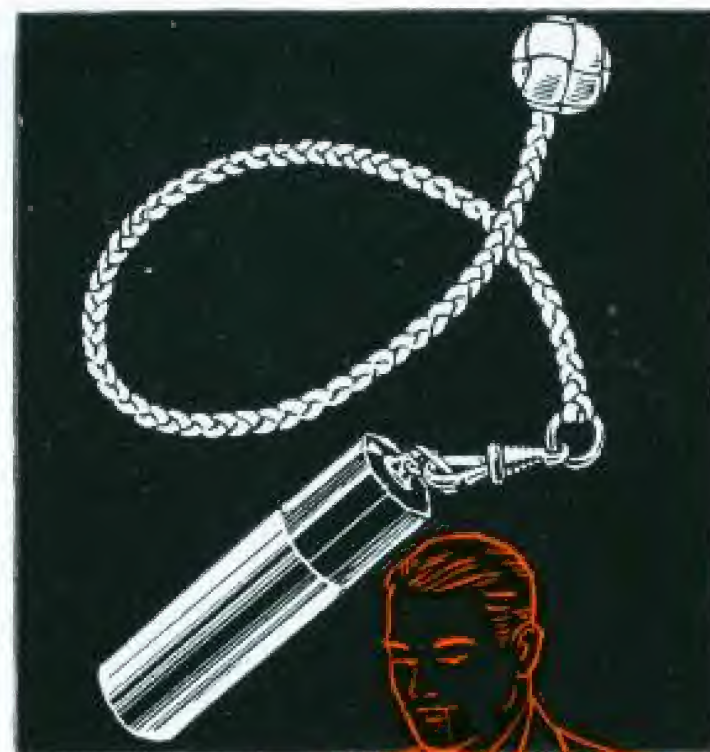
### *Just the Thing for a Man!*

A flameless lighter that combines utility with smartness. It is equipped with a rhodium finish chain that is smooth and untarnishable, and has a monogram tag with fine-link key holder.

Packaged in gift box with vial of fluid . . . \$5.00

Without chain. . . . . \$3.50

## KEY CHAIN GLOLITE



**DE LUXE FLAMELESS LIGHTER.** *Combined  
with Genuine Braided-Leather Fob*

Ideal for outdoors, and ultra smart for women's suits. Complete with presentation box . . . \$5.00

## LAPEL GLOLITE





**THIS EXCLUSIVE MODEL** *fills once in three months!* Is smaller than a book of matches. Meets the preference of smokers who do not care for the cylindrical design of other models. Individually packaged in gift box.

In Nickel . . . . . \$5.00  
 In Rhodium engine-turn . . . . . \$7.50  
 In Chinese type lacquer and rhodium . . . \$15.00

**THE QUARTERLY**



A roll-top cigarette case with built-in flameless lighter. A novel and practical accessory. Fits in vest-pocket or handbag without bulging. No catches or springs. One-hand operation. Cover rolls away. Holds 10 cigarettes without crushing. Fitted with natural wood rollers and double-capacity lighting unit. In Nickel, \$5.00; Rhodium plate, \$7.50; Gold Plate, \$12.50.

**LEKTROCASE**





For smokers who light up a lot while figuring or writing. Handsome automatic pencil with flameless lighter in top for cigarette smokers. An impressive business gift.

All metal in chrome and colors, heavy leads, \$5.00; Mottled design in colors, fine leads, \$7.50.

## LEKTRO PENCILS



**"A GRAND SLAM FOR SMOKERS."** This unusual lighter indicates trump, shows trick score, and operates six months without refilling. Perfect to give as a bridge prize—better still, to keep yourself. In plaskon, \$5.00 a pair. In chrome, \$15.00 a pair.

## BRIDGE GLOLITE



# LEKTROLITE USERS SPEAK FOR THEMSELVES

*Charlottesville, Va.*

February 4, 1936

"I find my lighter very practical."

J. O. P., Jr.

*Brookline, Mass.*

February 5, 1936

"Lighter works beautifully and I am as tickled as a child with a new toy. Shall certainly broadcast your unusual fairness."

L. D. W.

*Hopkinsville, Ky.*

February 29, 1936

"We received the Glolite lighters and besides being the most attractive small lighter I've seen they so far have given perfect service."

E. H.

*Seyppel, Ark.*

March 2, 1936

"I think you have the best lighter on the market and I'll always make sure that I have one in my possession."

C. J. J.

*Elmira, N. Y.*

April 7, 1936

"I certainly have enjoyed my lighter. It works very nice and has made plenty of people wonder how it works."

D. B. S.

*Detroit, Mich.*

March 5, 1936

"The only cigarette lighter that will light, when you need a light."

A. A. McG.

*Chicago, Ill.*

February 15, 1936

"This is the best and most practical lighter I have yet seen."

W. S. L.

*New York, N. Y.*

February 5, 1936

"Very good. Practically puts the match people out of business."

H. C. L.

*Eyota, Minn.*

February 28, 1936

"Fine. It is one of the surest lighters I've ever used."

W. A. K.

*Ayer, Mass.*

March 3, 1936

"It's got them all stopped."

H. B. P.

*Portland, Oreg.*

March 5, 1936

"Fine! Because of one hand operation it is best thing yet."

R. M. D.

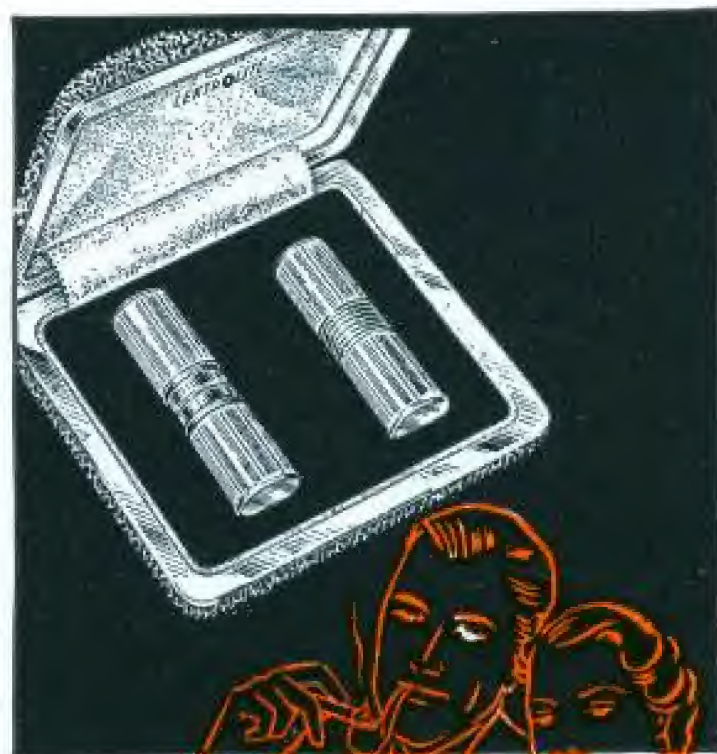
*Complete names and addresses will be furnished upon request.*





**FOR LADIES** — Thin and exquisite—packaged in jewelry case. With Chrome band, \$5.00; with Enamel band, \$7.50; in Chrome with band of gold filigree, \$10.00.

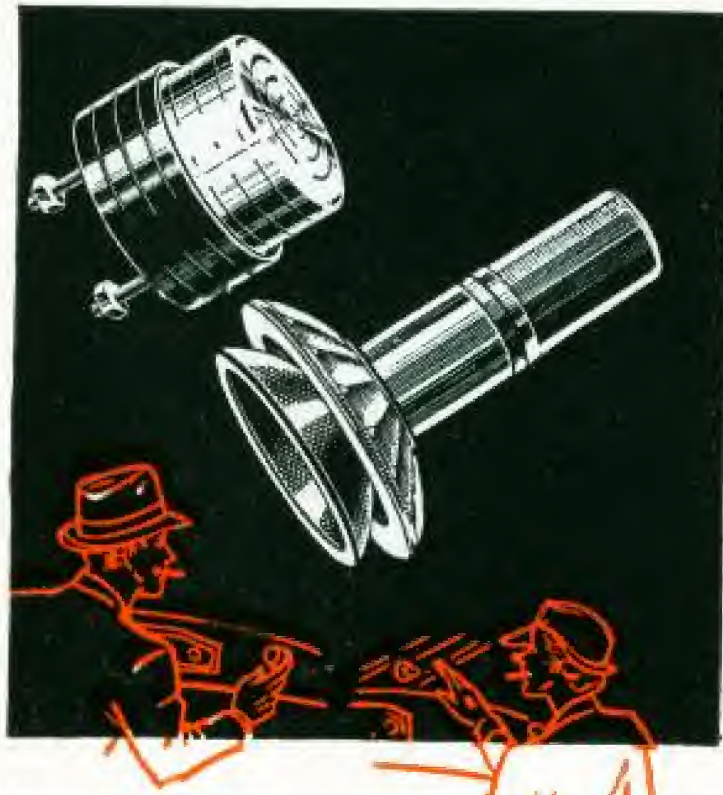
## THE GEM



Consists of a DeLuxe Lektrolite Flameless Lighter and Vestalite Flame Lighter. An unusual gift for a couple which divides its allegiance between cigarettes, cigars and pipes. In rhodium and color, packaged in jewelry case . . . \$10.00  
In sterling . . . 25.00  
In gold . . . 100.00

## THE TWIN SET





**MOTO GLOLITE**—A flameless lighter that always works and never drains the battery. No electrical connections. Its suction cup permits mounting on any smooth surface. A fine auxiliary lighter for the back of the car.

Packaged with bottle of fluid . . . . . \$1.25

**MOTO LEKTROLITE**—A deluxe flameless lighter especially designed for dash-board mounting, operates six months without refilling . . . \$5.00

**MOTO—GLOLITE and  
—LEKTROLITE**



### "A LIGHTER THAT LIGHTS ITSELF"

**VESTALITE** flames instantly and automatically. A gale cannot blow it out. Where ordinary lighters are exasperating or hopeless, **VESTALITE** is unfailing. Operation is simplicity itself: **TAKE OFF THE CAP—quicker than the eye IT FLAMES.**

Plain Nickel, \$1.25; Nickel and enamel, \$1.50; Chrome and enamel, \$2.50; Chrome and engine-turn, \$2.50. Black—Red—Green—Blue—White. In gift box with bottle of fluid.

*Flame* **VESTALITE**



WE ALSO CALL ATTENTION TO THE NEW

# Packard

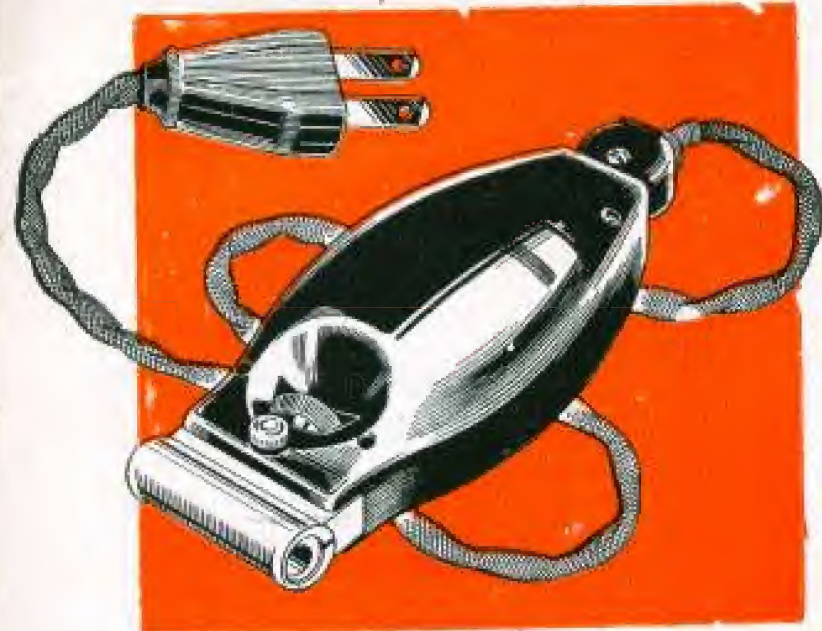
## LEKTRO-SHAVER

Here is the razor which is bringing shaving comfort and satisfaction to thousands of users every day.

*So perfect you  
can shave  
Blindfolded!*



The amazing results attained are due to the master cutter, which took seven years and \$200,000 to perfect. This scientifically-rounded cutter is almost human in its two-way action. Rotating left to right . . . as it glides forward and backward . . . it mechanically produces the stroke of the master barber.



**NO LATHER, WATER, BLADE OR BRUSH!**

You simply plug in the Lektro-Shaver, and shave. No scraping, no irritation of the skin; no nicks, no cuts. No ridge or hollow the Packard doesn't deftly reach, lopping off each hair gently and closely, and with a massaging effect which makes you regret it's all over so quickly!

The cost of the Packard is \$15.00. You'll agree it's worth it, every time you use it . . . year in and year out. Manufactured by Dictograph Products Co., Inc., precision manufacturers for 33 years.



**SERVICE  
EVERYWHERE:**  
For information,  
inspection or service,  
phone the  
nearest Dictograph  
or Acousticon office,  
listed in the  
telephone directories  
in all principal cities.



**TO THE MILLIONS WHO DO NOT  
BELIEVE IN ELECTRIC SHAVING,**

*We offer these spontaneous endorsements which  
have been selected at random from over 5000  
enthusiastic letters we have received to date*

*Erie, Penn.*

April 9, 1936

"Fine! Cuts my heavy beard and cures my tender face."

W. C.

*Los Angeles, Calif.*

April 2, 1936

"Have used it four times and wouldn't take a fortune for my Packard LEKTRO-SHAVER. Can't wait till I shave again. Face feels fine—sore face has gone. No after effects."

V. J. K.

*Los Angeles, Calif.*

March 25, 1936

"My face says: 'The smoothest, fastest and cleanest shave—thanks to LEKTRO-SHAVER'."

B. P. M.

*Kansas City, Mo.*

April 7, 1936

"Did not think it could be done without razor, soap and water. The LEKTRO-SHAVER does it and makes shaving a pleasure. It is wonderful."

A. J. L.

**AND THE THOUSANDS WHO TRIED OTHER  
DEVICES WITH INDIFFERENT RESULTS**

*Calexico, Calif.*

April 1, 1936

"The best method of shaving I have ever seen."

R. E. D.

*Decatur, Nebr.*

March 28, 1936

"Just the thing for a tough beard and tender skin like I have."

F. V. C.

*Detroit, Mich.*

April 14, 1936

"I like the LEKTRO-SHAVER very much and find it to be everything it is said to be."

J. F. B.

*El Paso, Texas*

February 13, 1936

"The first feature I noticed after shaving with LEKTRO-SHAVER was the absence of face burn—and that is worth the price of the razor alone."

J. L. C.

*Beaver Dam, Wisc.*

January 23, 1936

"My face has improved 100% the last three weeks."

G. S.

*Names and addresses will be furnished upon request.*



